

To: Paul Conaty & Julie McNamara	cc: Mark Pimentel	
From: Julie Heberer	Marty Schack	Betsy Waxberg
Date: October 11, 2012	Peggy Milner	JD Sosnoff
	Bridget Hurst	Julie Sells

Political Audit Dates: **10/1-10/7/12**
 General Election

Audit week = Monday thru

9/7-11/6/12

An audit was performed on the above dates to verify any political airtime placed received the lowest unit rate possible depending on the class of time purchased. Below are the results:

Politician	OSI #	Credit Due	A/E	Reason
Martin	850627	\$260.00	Nat'l	4), 5) & 6)
Koster	852946	\$385.00	Nat'l	1), 2), 3) & 6)
Spence	855079	\$55.00	Nat'l	1) & 2)
Enyart	856164	\$65.00	McNamara	2) & 3)
McCaskill	858201	\$145.00	McNamara	1) & 6)
Spence	858695	\$45.00	Nat'l	5)
Enyart	858835	\$10.00	McNamara	1)
Hylla/Callis	859059	\$40.00	McNamara	1)
Total Credits		<u>\$745.00</u>		

- 1) Political rate card for M-F 5 am, class 3, section 4 is \$85; Following the 10% rule, #857476, line 1 aired section 4 for \$85 (:30). \$85 less 10% = \$76.50 . Rounding to the nearest \$5 increment = \$75; Credit due of \$10.
- 2) Political rate card for M-F 6 am, class 3, section 4 is \$180; Following the 10% rule #854230, line 10.1 aired section 4 for \$150 (:30). \$150 less 10% = \$135 . Rounding the nearest \$5 increment = \$135; Credit due of \$45.
- 3) Political rate card for M-F 7-9 am, class 3, section 4 is \$90; Following the 10% rule #857522, line 1 aired section 4 for \$75 (:30). \$75 less 10% = \$67.5 . Rounding to the nearest \$5 increment = \$70; Credit due of \$20.
- 4) Political rate card for M-F Y&R, class 3, section 4 is \$720; Following the 10% rule, #842886, line 23.1 aired section 4 for \$775 (:30). \$775 less 10% = \$697.50 . Rounding the nearest \$5 increment = \$700; Credit due of \$20.
- 5) Political rate card for Sat 9-10 pm, class 3, section 4 is \$720; Following the 10% rule #858835, line 19 aired section 4 for \$675 (:30). Credit due of \$45.
- 6) Political rate card for Sun 10 pm, class 3, section 4 is \$810; Following the 10% rule #851345, line 18.1 aired section 4 for \$750 (:30). \$750 less 10% = \$675 . Rounding the nearest \$5 increment = \$675; Credit due of \$135.

YTD	Politician	OSI #	Gross Credit Due	Credit Memo Written	Week
	McCaskill	851828	\$900.00	submitted	9/7-9/9/12
	Nixon	#852758	\$420.00	submitted	9/10-9/16/12
	McCaskill	#853029	\$60.00	submitted	9/10-9/16/12
	Nixon	#853674	\$820.00	submitted	9/10-9/16/12
	Kern	851762	\$180.00	submitted	9/17-9/23/12
	Koster	852944	\$615.00	submitted	9/17-9/23/12
	McCaskill	854434	\$1,510.00	submitted	9/17-9/23/12
	Akin	854561	\$220.00	submitted	9/17-9/23/12
	Spence	854776	\$575.00	submitted	9/17-9/23/12
	Kern	851762	\$55.00	submitted	9/24-9/30/12
	Koster	852945	\$400.00	submitted	9/24-9/30/12
	Spence	854776	\$85.00	submitted	9/24-9/30/12
	Spence	855079	\$340.00	submitted	9/24-9/30/12
	McCaskill	855871	\$340.00	submitted	9/24-9/30/12
	Enyart	856164	\$315.00	submitted	9/24-9/30/12
	Martin	850627	\$260.00		10/1-10/7/12
	Koster	852946	\$385.00		10/1-10/7/12
	Spence	855079	\$55.00		10/1-10/7/12
	Enyart	856164	\$65.00		10/1-10/7/12
	McCaskill	858201	\$145.00		10/1-10/7/12
	Spence	858695	\$45.00		10/1-10/7/12
	Enyart	858835	\$10.00		10/1-10/7/12
	Hylla/Callis	859059	\$40.00		10/1-10/7/12

Total			<u><u>\$7,840.00</u></u>		
-------	--	--	--------------------------	--	--

Sunday

Nestle

, Jack in the Box
to

, GlaxoSmithKline

Mattress Firm
ing to

le, Enyart (politician)

e, Subway
to



Local
Nat'l
Local
Nat'l
Local
Nat'l
Local
Nat'l
Nat'l
Local
Nat'l
Nat'l
Nat'l
Local
Local
Nat'l
Nat'l
Nat'l
McNamara
McNamara
Nat'l
McNamara
McNamara